Hot Topics
Federal Court Orders FDA to Quickly Implement Graphic Cigarette Warnings as Mandated by Law

On September 5, a federal judge ruled that the U.S. Food and Drug Administration cannot continue to delay the release of a final rule requiring graphic warning labels on cigarette packs. The ruling was in response to a lawsuit filed in October 2016 by AAP, other public health groups and several individual pediatricians. U.S. District Judge Indira Talwani agreed with the health groups that FDA has "unlawfully withheld" and "unreasonably delayed" agency action to require graphic warning labels. Graphic warning labels are mandatory in more than 122 countries, and are effective in preventing uptake of smoking and encouraging cessation.

For full information on the decision, please read the public statement issued by AAP and our partner health groups.

From the AAP Richmond Center
AAP Responds to FDA’s Announcement on Youth Use of E-Cigarettes

Earlier this month, AAP released a statement saying that the US Food and Drug
Upcoming Events

November 2
RCE Visiting Lectureship Applications Due

November 2-6
2018 NCE
Orlando, FL
Administration’s (FDA) new plan to prevent the sales of e-cigarettes to youth doesn’t do enough to protect children. On September 12th, FDA announced that it had given the 5 largest e-cigarette manufacturers 60 days’ notice to develop plans to prevent teens from purchasing their products. On the same day, FDA announced that the agency had issued more than 1,300 warning letters and fines to retailers who were caught selling e-cigarettes to minors. In a statement, AAP President Colleen Kraft MD MBA FAAP noted that the Academy “appreciates today’s acknowledgment by the FDA that e-cigarette use among adolescents has reached epidemic levels, but FDA must back up this statement with meaningful regulatory action to protect children.” Most notably, AAP is concerned with FDA’s decision to continue to allow e-cigarettes to remain on the market without meaningful regulation while asking e-cigarette manufacturers to take steps to protect children from these products. Dr. Kraft stated, “FDA has the ability today to do what tobacco companies can’t and won’t do: take effective steps to reduce and eliminate youth use of e-cigarettes.”

Petition Filed with the FTC to Stop Tobacco Companies’ Deceptive Advertising on Social Media

On August 24, AAP partnered with eight other health organizations to file a petition with the Federal Trade Commission (FTC), urging the agency to take action against the tobacco industry for deceptively marketing tobacco products to youth via social media. The petition notes that the four largest publicly-traded tobacco companies—Philip Morris International, Japan Tobacco International, British American Tobacco and Imperial Brands—are secretly marketing cigarettes to youth on social media platforms such as Twitter, Facebook and Instagram. These actions are detailed in a recent New York Times article about the petition: Big Tobacco’s Global Reach on Social Media.

Major social media platforms do not allow paid tobacco advertising on their sites. However, tobacco companies are able to skirt these rules by paying social media influencers—people with large online followings of youth—to post tobacco and cigarette content as part of an international marketing strategy to reach millions of young people. The findings presented in the petition follow a two-year investigation by the Campaign for Tobacco-Free Kids and Netnografica LLC. The investigation concluded that these deceptive marketing practices have been viewed more than 25 billion times worldwide—including 8.8 billion times in the United States.

A detailed summary of the petition is available here.

Adolescents Prefer Rechargeable and Refillable E-Cigarette Products

The authors of a recent study in Pediatrics examined the e-cigarette product preferences of adolescents. More specifically, the researchers wanted to determine what were the characteristics of the e-cigarettes that youth were using most of the time because most previous studies focused on adults. They looked at data from the Population Assessment of Tobacco and Health (PATH) Study, a nationally representative longitudinal study, and examined regular e-cigarette users in two waves. This study reveals that adolescent users prefer open-system e-cigarettes (rechargeable and refillable) versus closed-system cigarettes (nonrechargeable and/or nonrefillable). Also, youth that are frequent users are even more likely to use open-system e-cigarettes. The authors of the study state that this pattern of use suggests a “starter product phenomenon”, with a graduation to products that have weaker quality controls and may increase health risks. They also state that understanding the product landscape of adolescent e-cigarette use may inform counseling and policy strategies. Read the article and view the video abstract by Robert McMillen, PhD, the study’s lead author, who is also an American Academy of Pediatrics Julius B. Richmond Center of Excellence Project Investigator.

Study Finds High Exposure to Nicotine Among Teens who use JUUL
New data has revealed that adolescents who use JUUL and similar vape-pod systems ("pods") have high levels of nicotine exposure. In a research letter published in *Tobacco Control*, scientists shared the results of a study which surveyed adolescents ages 12-21 about their personal use of e-cigarettes and also collected urine samples to be tested for cotinine, a metabolite of nicotine. Of 506 youth surveyed, nearly 8% reported current use of pods, including JUUL (80% of users), Bo (36% of users), Phix (18% of users) and Sourin (12% of users; multiple selections allowed). Pod users had significantly higher levels of cotinine than those reported in similar studies of youth who smoke traditional cigarettes. This study provides physiological evidence for high nicotine exposure among pod users and raises concern about nicotine addiction and related health issues. The article was co-authored by Rachel Boykan, MD FAAP, AAP Richmond Center Visiting Lecturer and member of the AAP Section on Tobacco Control Executive Committee.

**AAP Richmond Center Funding Opportunity in Pediatric Tobacco Control: Visiting Lectureship Grants**
The AAP Julius B. Richmond Center of Excellence is seeking applicants for the 2019 Visiting Lectureship Program. The Visiting Lectureship Program provides grants of up to $3,000 to support two-day, customized, educational events that are focused on protecting children from tobacco smoke exposure and integrating tobacco control into medical organizations, health departments, and other settings. Full information is on our [Web site](#), applications are due **November 2, 2018**.

**2018 AAP National Conference & Exhibition – November 2-6 – Register Soon!**
The American Academy of Pediatrics (AAP) invites you to the [2018 National Conference & Exhibition (NCE)](#) on November 2-6 in Orlando, Florida at the Orange County Convention Center and Hyatt Regency Orlando where the “Sky’s the Limit” with opportunities for pediatric health care professionals to share their passion for health of all children. Don’t miss the largest pediatric-focused educational and networking event of the year! [Register Soon](#)

**Tobacco Control Programs at NCE:** Be sure to block your calendar to attend programs offered by the AAP Section on Tobacco Control at this year’s NCE in Orlando, including:

**AAP Section on Tobacco Control Program:**
**Current Issues in Pediatric Tobacco Control**
H1072 - Saturday, November 3  
1:00 PM - 5:00 PM  
Hyatt Regency Orlando, Regency Ballroom T  
*Moderated by Susan Walley, MD, FAAP, Section Program Chair*

**Agenda:**
1:00 PM - Welcome (*Presented by Judith A. Groner MD, FAAP, Section Chair*)  
1:10 PM - Safe Sleep and Tobacco Smoke Exposure (*Presented by Rachel Y. Moon MD, FAAP*)  
2:00 PM - Intergenerational Care: Prescribing to Parents (*Presented by David Rubin MD, MSCE*)  
3:00 PM - Optimizing the EHR for Tobacco Screening and Cessation Counseling (*Presented by Brian Jenssen, MD, MSHP, FAAP, Section on Tobacco Control Policy Chair*)  
4:00 PM - Poster Session and Reception (*Presentations by select Section on Tobacco Control Abstract Authors*)

**Plenary Session:**
**JUUL, Vaping and Electronic Cigarettes: A Public Health Crises**  
*Presented by Deepah Camenga, MD, FAAP*  
P3056 - Monday, November 5  
10:30 AM - 10:50 AM  
Orange County Convention Center, Valencia Ballroom
Short Subject Session:
Vaping, Dripping, and Hookah Use: Counseling Parents and Teens
*Presented by Deepah Camenga, MD, FAAP*
S3124 - Monday, November 5
4:00 PM - 4:45 PM
Orange County Convention Center, Room WG113H

We look forward to seeing you at these events! Please see the [2018 NCE Conference Schedule](#) for up-to-date information on all session schedules.

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**In the News**

**Tobacco Company Strategies to Identify and Promote the Benefits of Nicotine**

Soon after the 1988 Surgeon General’s report on nicotine addiction was released, tobacco companies intensified efforts to promote the benefits of nicotine while downplaying its addictiveness and health risks. The same strategies reappeared when e-cigarettes and other novel tobacco products were introduced. This is according to a recent [study](#) that analyzed secret tobacco industry documents pulled from the Truth (formerly Legacy) Tobacco Documents Library, Google online search engine data from the 1970s to 2017, and other sources. The authors of the study found that tobacco company efforts included building relationships with academic institutions, funding performance-focused academic studies, and running public relations campaigns that often minimize nicotine’s health risks by comparing it to caffeine or coffee. Read more in a blog by one of the authors of the study, Stanton A. Glantz, PhD.

**CDC: Sales of Flavored E-Cigarette Product Sales Increase Drastically from 2012–2016**

A new [study from the Centers for Disease Control and Prevention (CDC)](#) found that sales of flavored e-cigarette products as a percentage of all e-cigarette sales increased nationally from 2.4% to 19.8% from 2012 to 2016. The researchers analyzed retail data from a five-year period (2012 through 2016) for e-cigarette products (rechargeables, disposables, prefilled cartridges, and e-liquid refills) from convenience stores and other outlets (not including vape shops or internet sales) throughout the U.S. They found sales of flavored e-cigarettes increased in all states except North Dakota, South Dakota, Utah, and Vermont. Menthol-flavored e-cigarette sales remained stable nationally. Sales of flavored disposable and prefilled cartridges increased nationally. Sales of disposable and cartridge products with menthol flavors decreased nationally. The number of available e-cigarette products increased 190% nationally from 2012 through 2016, and the percentage of those that were flavored increased from 11 percent to 44 percent. The study, “Trends in Unit Sales of Flavored and Menthol Electronic Cigarettes in the United States, 2012–2016” is the first study to assess recent national and state trends in flavored and menthol e-cigarette product sales. The authors suggest that continued monitoring of tobacco sales is needed to better understand the net impact of e-cigarettes on public health.

**E-cigarette Vapor Disables Key Immune Cells in the Lung and Boosts Inflammation**

A [study](#) published in *Thorax* found that alveolar macrophages, a key component of the lung’s immune system, experience significant inflammation and reduced ability to fight off bacteria when exposed to e-cigarette vapor. This study focused on the impact of vaping specifically and concluded that the condensate was more harmful to the cells than e-cigarette fluid, worsening as “dosage” increased. The findings prompted the researchers to note that while further research is needed to better understand the long-term health impact of vaping, they “suggest continued caution against the widely held opinion that e-cigarettes are safe.”

**Vaping versus JUULing: How the Extraordinary Growth and Marketing of JUUL Transformed the U.S. Retail E-cigarette Market**
New research provides a comprehensive review into the growth and marketing of JUUL, showing that JUUL’s social media activities were highly correlated with its retail sales. Retail sales of e-cigarettes increased substantially since the debut of JUUL in mid-2015. JUUL is now the leader in retail sales among e-cigarette brands, with annual retail sales exceeding $650 million, and taking the majority of market share away from tobacco-industry brands since the end of 2017. The researchers examined retail sales of JUUL from 2011-2017, marketing expenditure data for JUUL across television, print, radio and the internet from 2015-2017, and recent social media references to JUUL on Twitter, Instagram, and YouTube. They found that JUUL was the first major e-cigarette brand that relied heavily on social media to promote its products; the number of JUUL-related tweets on Twitter was highly correlated with quarterly retail sales of JUUL; the official JUUL Instagram account used marketing and promotional schemes, like photographs that evoke feelings of relaxation, freedom, and sex appeal, to attract, engage with, and retain followers; and social media posts heavily emphasized JUUL’s variety of flavors and promoted JUUL accessories. They also found innovative cross-platform marketing campaigns to promote JUUL, including Instagram accounts created by online vendors, and product reviews on YouTube. They suggest current tobacco use surveillance systems incorporate innovative methods (e.g., social media and big data) to capture new and emerging tobacco products in a rapidly evolving market, and adjust how they analyze marketing expenditures.

Experts Claim Juul Deliberately Targeted Youth – Starting with its 2015 Launch Party

Instead of a conventional marketing campaign, JUUL e-cigarette devices were launched in 2015 with a “a really great party,” where guests were encouraged to take photos and post them on social media accounts, according to one former employee quoted in a recent article in Business Insider. The former employee said that they initially thought their social media “influencers” and product adopters would be in their late 20’s and early 30’s and affluent, but many of the images that showed up on social media and billboards from 2015 to 2017 were of people that appeared to be much younger. A former senior manager with JUUL told the New York Times anonymously that he and other companies “were well aware” their devices could appeal to teens. JUUL claims that its advertising materials never targeted teens, and as of 2017, requires models in its social marketing campaigns to be over age 35. Public-health experts from several universities, representatives from the Campaign for Tobacco-Free Kids, and the California Department of Health all allege that JUUL Labs deliberately marketed its products to youth. Ana Rule, a professor at Johns Hopkins University, author of a study on e-cigs and teens, and an AAP Richmond Center Project Investigator, told Business Insider that the makers of new e-cigarette devices “fail to address the increased risk to this huge market they are creating among teenagers and young adults that never have smoked, and would have never even considered smoking.”

Resources and Events

ANRF’s Top Five Smokefree College and University Campus Enforcement Tips

The Americans for NonSmokers’ Rights Foundation (ANRF) assists college campuses in going 100% tobacco-free, and they frequently field enforcement questions. Most likely, any enforcement challenge has already been addressed by another campus. Read ANRF’s Top Five Smokefree College and University Campus Enforcement Tips.